

smith JOURNAL

MEDIA KIT, 2019



what is smith journal?

SMITH JOURNAL IS A QUARTERLY PUBLICATION ABOUT MAKERS, INVENTORS, THINKERS AND ADVENTURERS.

Printed on a premium matte paper stock, the magazine is boldly designed and ready for any self-respecting coffee table.

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IT'S UNIQUE, FUNNY, INSPIRING AND HANDS-ON.

Alongside superb photography from around the world, Smith features offbeat stories about history, photography, science, DIY, adventure, design, arts and life. There are also nostalgic pieces about icons of the past and interviews with folks who inspire us in work and deed.

140 000
READERS
32 000
COPIES

70% MALE
58% AGED 25-44
70% ARE EITHER UNIVERSITY
EDUCATED OR CURRENTLY STUDYING

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Our readers are best represented
by an attitude rather than an age bracket.

THEY ARE THINKERS. THEY ARE CREATIVE.

They love music, travel, design, good food and good booze.

THEY ARE INSPIRED BY INTELLIGENT PEOPLE,
NEW IDEAS AND GOOD WRITING.

They are confident, influential and have income to spare.

Adventurous, independent and brand aware, they are
early adopters with an inherent sense of style.



who is reading it?



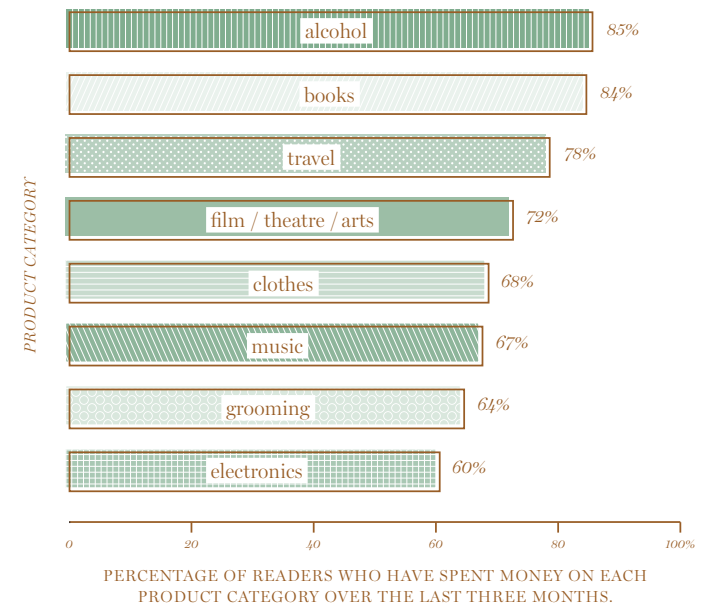


what do they do?



WRITERS, **SCIENTISTS**, BUILDERS,
GRAPHIC DESIGNERS, **ARCHITECTS**,
JOURNALISTS, COPY WRITERS,
IT MANAGERS, **INDUSTRIAL DESIGNERS**,
PHOTOGRAPHERS, LAWYERS, DOCTORS,
TEACHERS, SMALL BUSINESS OWNERS,
RESEARCHERS & PRODUCERS.

Where they spend their money:



smith online

Smith Journal's website keeps readers up-to-date between issues. It's full of incredible photography, interesting events and fascinating stories from around the globe.

Just like the print publication, smithjournal.com.au keeps things simple. With hassle-free navigation and an easy-to-use interface, it's free of annoying bells and whistles and full of interesting stories, cracking images and clean design.

15 000+ AVERAGE UNIQUE USERS*

30 000+ AVERAGE PAGEVIEWS
PER MONTH*

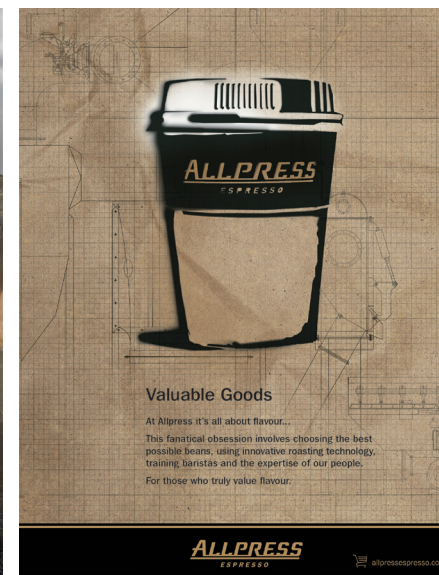
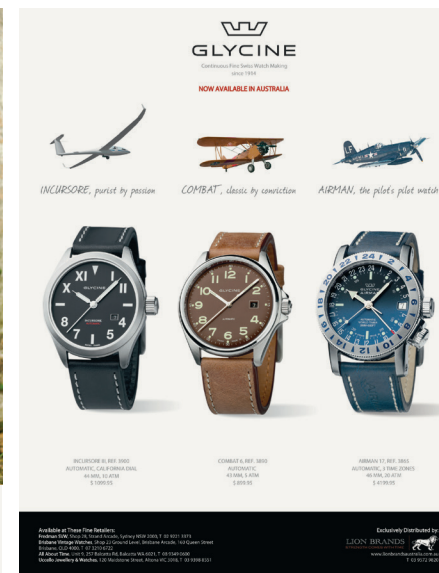
44 500+ FACEBOOK FANS

8 600+ TWITTER FOLLOWERS

13 700+ INSTAGRAM FOLLOWERS

13 000+ FORTNIGHTLY
NEWSLETTER SUBSCRIBERS

SMITH JOURNAL SEEKS OUT BRANDS THAT PRIDE THEMSELVES ON QUALITY. WE ALIGN WITH THINGS THAT ARE CLASSIC, HAVE SUBSTANCE, ARE WELL-MADE AND HAVE LEGACIES THAT ARE GOING TO LAST.



SMITH JOURNAL AT A GLANCE

FREQUENCY : *4 VOLUMES per year (quarterly)*

READERS : *140 000*

PRINT RUN : *32 000*

AUSTRALIAN & INTERNATIONAL

DISTRIBUTION : *newsagents, boutique shops,
and our online shop*

ONLINE RATES

<i>Leaderboard</i>	<i>\$850 p/m</i>
<i>Top Medium Rectangle</i>	<i>\$850 p/m</i>
<i>Bottom Medium Rectangle</i>	<i>\$750 p/m</i>

EDM RATES

<i>Exclusive EDM (top + bottom banner)</i>	<i>\$1 200</i>
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PRODUCTION SIZES AND SPECS

www.smithjournal.com.au/specs

MAGAZINE RATES

FPC	DPS	OUTSIDE BACK	INSIDE FRONT	INSIDE BACK SPREAD
<i>\$4 300</i>	<i>\$8 470</i>	<i>\$6 020</i>	<i>\$10 200</i>	<i>\$9 320</i>

Premium first quarter positions incur an additional 20% loading

SCHEDULE

	COVER DATE	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
<i>Vol 32</i>	<i>Spring 2019</i>	<i>2nd Sept 19</i>	<i>30th Jul 19</i>	<i>2nd Aug 19</i>
<i>Vol 33</i>	<i>Summer 2019</i>	<i>2nd Dec 19</i>	<i>22nd Oct 19</i>	<i>25th Oct 20</i>
<i>Vol 34</i>	<i>Autumn 2020</i>	<i>2nd Mar 20</i>	<i>28th Jan 20</i>	<i>31st Jan 20</i>

BRANDED CONTENT

Bespoke pricing applies. Contact us to find out more.

get in touch

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